

Amendments to the Claims

1. (Currently Amended) A computer implemented method for placing advertisements with interactive content on mobile, hand-held devices, comprising the steps of:

(1) displaying an advertisement with interactive content on a hand-held device, wherein the advertisement is at least a portion of a web page adapted for the hand-held device based on display characteristics of the hand-held device, the web page including a ~~web-based~~ response form having one or more fields;

(2) pre-populating at least one field of the advertisement with address location information relating to the user of the hand-held device; [[and]]

(3) conditionally forwarding the at least one pre-populated field to an entity associated with the advertisement to provide information regarding the user to the entity;

(4) enabling a user of the hand-held device to conduct business with a provider related to a web site associated with the advertisement; and

wherein revenue from said business is shared between the provider related to the web site and a provider related to a server that enables access to the web site.

2. (Previously Presented) The method of claim 1, wherein step (3) comprises:

forwarding the at least one pre-populated field to an advertiser of the advertisement in an email.

3. (Previously Presented) The method of claim 1, wherein a fee is paid by an advertiser for each pre-populated address field forwarded to the advertiser.

4. (Currently Amended) The method of claim 1, further comprising:
[[(4)] (5) caching the at least one pre-populated field on the hand-held device;

wherein step (3) comprises:

forwarding the at least one pre-populated field to an advertiser of the advertisement during a subsequent sync of the hand-held device.

5. (Original) The method of claim 4, wherein a fee is paid by the advertiser for each pre-populated address field forwarded to the advertiser.

6. (Original) The method of claim 1, wherein step (2) comprises the step of pre-populating at least one field of the advertisement with a user's address location information comprising one or more of the user's electronic mail (email) address, residential address, and business address.

7. (Previously Presented) The method of claim 1, wherein a base fee is paid by an advertiser for having the advertiser's advertisement displayed on the hand-held device.

8. (Previously Presented) The method of claim 1, wherein the advertisement displayed on the hand-held device is content specific, wherein the display of said content specific advertisement comprises the steps of:

- (a) accessing a user profile associated with the user of the hand-held device;
- (b) identifying one or more of a location of the hand-held device and a time of day;
- (c) selecting one or more advertisements based on one or more of the user profile, the time of day, and the location of the hand-held device; and
- (d) transmitting the one or more advertisements selected in step (c) to the hand-held device.

9. (Previously Presented) The method of claim 1, wherein the advertisement displayed on the hand-held device is targeted for specific users by the advertiser, wherein advertiser targeting of specific users comprises the steps of:

- (a) receiving an advertisement with user preferences;
- (b) identifying users that match the user preferences; and
- (c) loading the advertisement on hand-held devices of users identified in step (b).

10. (Previously Presented) The method of claim 9, wherein the advertisement is loaded on hand-held devices of users in real time.

11. (Previously Presented) The method of claim 9, wherein the advertisement is loaded on hand-held devices of users during a subsequent sync operation.

12-15. (Canceled)

16. (Currently Amended) A computer program product comprising a computer useable medium including control logic stored therein, said control logic when executed enabling a processor to place advertisements with interactive content on mobile, hand-held devices, said control logic comprising:

displaying means for enabling a processor to display an advertisement with interactive content on a hand-held device, wherein the advertisement is at least a portion of a web page adapted for the hand-held device based on display characteristics of the hand-held device, the web page including a ~~web-based~~ response form having one or more fields; [[and]]

pre-populating means for enabling a processor to pre-populate at least one field of the advertisement with address location information about the user of the hand-held device; and

enabling means for enabling a processor to enable a user of the hand-held device to conduct business with a provider related to the web site associated with the advertisement;

wherein revenue from said business is shared between the provider related to the web site and a provider related to a server that enables access to the web site.

17. (Previously Presented) The computer program product of claim 16, wherein said control logic further comprises:

forwarding means for enabling a processor to forward the at least one pre-populated field to an advertiser of the advertisement.

18. (Original) The computer program product of claim 17, wherein a fee is paid by the advertiser for each pre-populated address field forwarded to the advertiser.

19. (Previously Presented) The computer program product of claim 16, wherein said control logic further comprises:

caching means for enabling a processor to cache the at least one pre-populated field on the hand-held device; and

forwarding means for enabling a processor to forward the at least one pre-populated field to an advertiser of the advertisement during a subsequent sync of the hand-held device.

20. (Original) The computer program product of claim 19, wherein a fee is paid by the advertiser for each pre-populated address field forwarded to the advertiser.

21. (Original) The computer program product of claim 16, wherein said pre-populating means comprises means for enabling a processor to pre-populate at least one field of the advertisement with a user's address location information comprising one or

more of the user's electronic mail (email) address, residential address, and business address.

22. (Previously Presented) The computer program product of claim 16, wherein a base fee is paid by an advertiser for having the advertiser's advertisement displayed on the hand-held device.

23. (Previously Presented) The computer program product of claim 16, wherein the advertisement displayed on the hand-held device is content specific, wherein the display of said content specific advertisement comprises:

accessing means for enabling a processor to access a user profile associated with the user of the hand-held device;

identifying means for enabling a processor to identify one or more of a location of the hand-held device and a time of day;

selecting means for enabling a processor to select one or more advertisements based on one or more of the user profile, the time of day, and the location of the hand-held device; and

transmitting means for enabling a processor to transmit the one or more advertisements selected to the hand-held device.

24. (Previously Presented) The computer program product of claim 16, wherein the advertisement displayed on the hand-held device is targeted for specific users by the advertiser, wherein advertiser targeting of specific users comprises:

receiving means for enabling a processor to receive an advertisement with user preferences;

identifying means for enabling a processor to identify users that match the user preferences; and

loading means for enabling a processor to load the advertisement on hand-held devices of users identified as matching user preferences.

25. (Previously Presented) The computer program product of claim 24, wherein said loading means comprises loading means for enabling a processor to load the advertisement on hand-held devices of users identified as matching user preferences in real time.

26. (Previously Presented) The method of claim 24, wherein said loading means comprises loading means for enabling a processor to load the advertisement on hand-held devices of users identified as matching user preferences during a subsequent sync operation.

27-45. (Canceled)

46. (New) A computer implemented method for displaying advertisements with interactive content on mobile, hand-held devices, comprising the steps of:

(1) synchronizing a hand-held device, wherein said synchronizing the hand-held device comprises downloading at least one advertisement with interactive content,

wherein the at least one advertisement is at least a portion of a web page adapted for the hand-held device based on display characteristics of the hand-held device;

- (2) operating the hand-held device in an off-line mode, comprising;
 - (a) identifying a time of day and a location of the device;
 - (b) selecting at least one downloaded advertisement based on the identified time of day and location of the device; and
 - (c) displaying the at least one selected advertisement;
 - (d) responding to a user interaction with the advertisement, including the step of pre-populating at least one field of the response to the advertisement with address location information relating to the user of the hand-held device;
 - (e) caching the pre-populated response form in the hand-held device;
- and
- (3) synchronizing the hand-held device subsequently to the synchronization of step (1) including the step of conditionally forwarding the at least one pre-populated field to an entity associated with the advertisement to provide information regarding the user to the entity.

47. (New) The method of claim 46, wherein the location and time identified in step (2)(a) is a previous location of the hand-held device.

48. (New) The method of claim 46, wherein the location and time identified in step (2)(a) is a planned future location of the user of the hand-held device.

49. (New) The method of claim 46, further comprising the steps of:
enabling a user of the hand-held device to conduct business with a provider
related to a web site associated with the advertisement,
wherein revenue from said business is shared between the provider related to the
web site and a provider related to a server that enables access to the web site.

50. (New) The method of claim 46, wherein a fee is paid by an advertiser for
each pre-populated address field forwarded to the advertiser.

51. (New) The method of claim 46, wherein a base fee is paid by an
advertiser for having the advertiser's advertisement displayed on the hand-held device.

52. (New) The method of claim 46, wherein step (2)(d) comprises the step of
pre-populating at least one field of the advertisement with a user's address location
information comprising one or more of the user's electronic mail (email) address,
residential address, and business address.

53. (New) A computer program product comprising a computer useable
medium including control logic stored therein, said control logic enabling the display of
advertisements with interactive content on mobile devices, comprising:

receiving means for enabling a processor to download at least one advertisement
with interactive content from a server, wherein the at least one advertisement is at least a

portion of a web page adapted for the hand-device based on the display characteristics of the hand-held device,

identifying means for enabling a processor to identify a time of day and a location of the device;

selecting means for enabling a processor to select at least one downloaded advertisement based on the identified time of day and location of the device;

displaying means enabling a processor to display the at least one selected advertisement;

interacting means to enable a user to interact with the selected advertisement, wherein the interaction includes accepting a user response to the selected advertisement, wherein at least one field of the user response is pre-populated with address location information relating to the user;

caching means to enable a processor to store the operator response;

transmitting means to enable a processor to forward the operator response during a synchronization with the server to an entity associated with the advertisement to provide information regarding the user to the entity.

54. (New) The computer program product of claim 53, wherein the one or more of a location identified by the identifying means is a previous one or more of a location of the hand-held device.

55. (New) The computer program product of claim 53, wherein the one or more of a location identified by the identifying means is a planned one or more of a location of the user of the hand-held device.

56. (New) The computer program product of claim 53, wherein the control logic further comprises:

enabling means for enabling a processor to enable a user of the hand-held device to conduct business with a provider related to the web site associated with the advertisement,

wherein revenue from said business is shared between the provider related to the web site and a provider related to a server that enables access to the web site.